



## **GULANA U APONG BUSINESS PLAN**

**ENT 300 PROJECT REPORT**

Prepared by:

**NADZLIYATUL FARHANAH BT. BOHARI (2-14216834)**

**IZZAH LIEYANA BT. ABDUL AZIZ (2014807918)**

**MUFIDA BT. MUSA (2014820582)**

**NUR HADISHA BT. ISMAIL (2014458948)**

**SHAZLEEN BT. ADB JALAL (2014678234)**

Submit date:

**18<sup>th</sup> of March 2016**

Prepared for:

**EN. JOHARI BIN ABDULLAH**

Surat Kami : 100-UiTMKS (HEA. 30/7)

Tarikh : 1 Mac 2016

**KEPADA SESIAPA YANG BERKENAAN**

**BIL. NO. PELAJAR NAMA PELAJAR**

1. 2014807918 IZZAH LIEYANA BINTI ABDUL AZIZ
2. 2014216834 NADZLIYATUL FARHANAH BINTI BOHARI
3. 2014820582 MUFIDA BINTI MUSA
4. 2014458948 NUR HADISHA BINTI ISMAIL
5. 2014678234 SHAZLEEN BINTI ABD JALAL

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Seni Lukis dan Seni Reka (AD111)** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Encik Johari Bin Abdullah** ditalian **010-9668869** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar



**SALMAH BT GANY**

Pegawai Eksekutif Tertinggi  
Bahagian Hal Ehwal Akademik  
bp Rektor





## **CONCLUSION**

Ice cream gula apong business industry is a fast growth in our environment which has high demands towards this industry.

We decided to choose this kind of business because this industry has high potential to grow within the population in particular area that we choose is increasing. We also can gain high profit due to the demand of the target audience.

We want to be known, not only in Sarawak, but also in Peninsular area.



## **CONTENT**

### **EXECUTIVE SUMMARY**

### **INTRODUCTION**

- **Details of the company**
- **Purpose**

### **COMPANY BACKGROUND**

- **Background of the business**

### **PARTNERSHIP BACKGROUND**

- **Partnership Details**
- **Partners Agreement**

### **MARKETING PLAN**

- **Product or Service description**
- **Target Market**
- **Market Size**
- **Sales Forecast**
- **Marketing Strategy and Budget**

### **OPERATIONS PLAN**

- **Process Planning**
- **Operations Layout**
- **Production Planning**
- **Material Planning**
- **Machine and equipment planning**
- **Manpower planning**
- **Overheds requirement**
- **Location**
- **Business and operation hours**
- **License, Permits and regulation required**



## **1.0 INTRODUCTION**

**Name of the company:** GULANAU APONG & CO

**Nature of business:** Our business is owned by partnership, organized by Gulanau Apong & co. Our business is established to satisfy our consumers with our service that provide dessert (ice cream) with various of flavours from Sarawak. The way of selling is by using food trucks.

**Location of business:** B-19-G, Jalan Serai Wangi, K16/ K ( Alam Avenue 2, Seksyen 16), 40200, Shah Alam, Selangor, Malaysia.

**Date of business commencement:** 1<sup>st</sup> of January 2017

**Factors in selecting the proposed business:** Gula apong ice cream is a famous dessert in Sarawak. We find it as an opportunity for us to open up a business in Peninsular Malaysia. While introducing the uniqueness of gula apong ice cream throughout Malaysia. Selling it with high quality ice cream with various of flavours. It has been estimated that truck food business serves about 2.5 billion people daily worldwide (according to Wikipedia)

**Future prospects of the business:** In the future, we can upgrade our business to gain more customers. We planned to expand the quantity of our food trucks throughout Malaysia within 5 years.

**Vision:** to become the leading brand in mobile food truck business in Malaysia

**Mission:** Our expertise is to provide finest quality freshly made gula apong ice cream from the original recipe from Sarawak.

**Motto:** “*Nyaman gilak aih!*” is basically a Sarawak sentence which means absolutely delicious. We choose this motto because Gula Apong Ice Cream was originally from Sarawak and the taste of the ice cream is totally different with other ice cream.